

KCLU Public Radio provides high quality informational, cultural and educational programming to the California communities of Ventura and Santa Barbara counties. Digital multiplexing technology will greatly expand the capacity of stations like KCLU to provide additional programming to meet the needs of constituencies that remain underserved. While the cost of acquiring additional signals is prohibitive for many stations, HD Radio technology can cost-effectively expand the amount of programming available and allow for greater diversity in program selection. The ability to enhance programming offerings through supplemental service will be a key factor in the decision to adopt HD Radio technology.

Potential offerings via multiplex technology may include expanded children's programming, greater coverage of local cultural arts institutions, news and public affairs in underserved foreign languages and long-form broadcast of community meetings and forums. Services such as these are of value to local communities but cannot all be reasonably accommodated on a single analog channel.

Additional program capacity will allow public broadcasters to serve larger, more diverse audiences. This expanded marketplace, combined with the use of separate audio channels for selective remunerative purposes will also provide the financial stability to further improve the quality of programming we provide our entire audience.

I encourage the FCC to authorize the adoption of HD Radio "supplemental audio channel" service and to support the flexibility of local stations to determine how this technology can best be used to improve service to their individual communities.

Jim Rondeau
Director of Programming and Operations
KCLU